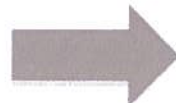
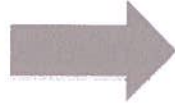




2012 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

**"If you are interested
exclusively in New Jersey,
NJTV is clearly the place to
be."**

-NJ Public Media Forum Study



NJTV, New Jersey's Public Television Network, is a valuable part of the New Jersey metropolitan area's advancement.

In 2012, NJTV provided these vital local services: Emergency Broadcast Service, quality local and national public television programming and educational outreach initiatives.

NJTV's local services had deep impact in New Jersey and its neighboring states, on and off the small screen.



NJTV does community networking to share information and its mission throughout the Garden State and has partnered with organizations and PBS to be a part of regional events and offer valuable resources. Outreach activities to date include:

- **Whole Foods Princeton Fantastic Organics Event:** PBS and Whole Foods teamed up to encourage kids to eat healthy. NJTV and the Cat in the Hat character (donated by NJEA) were present at the Princeton Whole Foods store with giveaways and network information. PBS is using NJTV's tie-in as an example for system-wide station participation in such events.
- **VOCES on PBS Screenings:** In conjunction with the Latino Public Broadcasting Hispanic Heritage series, VOCES ON PBS, which highlighted Latino contributions to society, NJTV partnered with state schools and universities to host screenings of one of its featured documentaries about Tony-Award winning performer/poet Lemon Andersen (*Def Poetry Jam on Broadway*). Screenings, which included Q&A with Andersen and the filmmaker, were held at Teaneck High School, Brookdale Community College, Sussex Technical School, Ramapo College, and the Elizabeth public school district.
- **Newark YMCA Healthy Kids Day** – NJTV distributed network information at the Y of Newark's block party, held in conjunction with a national initiative to improve the health and well-being of kids.
- **FDU Friends of Florham Author Lecture** – NJTV distributed network information and highlighted its popular British programming at a lecture event at Farleigh Dickinson University featuring one of the literary inspirations for *Downton Abbey*: Carol Wallace, author of *To Marry an English Lord*.
- **Seabrook in Tinton Falls** – NJTV's General Manager John Servidio spoke about NJTV at Seabrook Village in Tinton Falls at an event arranged by WNET's Planned Giving department.
- **Chamber of Commerce Events** – NJTV's principals and news team have presented the network at various Chamber of Commerce events, from local Chamber meetings to the annual Walk To Washington event.



2012 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Ongoing local television series:

NJ Today with Mike Schneider: Half-hour local news program concentrating on issues and news affecting New Jerseyans.

Classroom Close-Up NJ: Half-hour weekly program featuring New Jersey's public school success stories.

Caucus: New Jersey: Half-hour Caucus Educational Corporation series combines in-depth documentary coverage with insightful studio interviews and discussion, tackling a range of important issues.

Driving Jersey: Half-hour monthly program that hits the road to tell the stories of unique people and places across the Garden State.

Due Process: Half-hour weekly program addressing contemporary legal issues and featuring various legal professionals and experts.

NJDocs: Monthly series featuring the work of collegiate filmmakers across the state.

On the Record with Michael Aron: Half-hour weekly program featuring one-on-one interviews with New Jersey newsmakers and lawmakers.

Reporters Roundtable with Michael Aron: Half-hour weekly program featuring reporters discussing New Jersey's political headline issues.

State of the Arts: Half-hour weekly program goes on-location with creative personalities and places in New Jersey.

Tales of the Jersey Shore: Narrated and hosted by historian Emil Salvini, this series spotlights New Jersey's rich coastal past and unique places along the Jersey Shore.

Documentaries and Specials:

The Lost Valley – NJTV's media partner, The Star-Ledger/NJ.com, takes a look at Hurricane Irene's long-lasting effect on the residents of the Lost Valley section of Manville Borough, NJ, an area with a history of floods.

Gloria! The MSU Holiday Choral Concert – Hour-long holiday concert taped at Montclair State University

Live Specials/Coverage:

NJTV continued its commitment to broadcast pertinent political and special events, both on-air and online, including coverage of the following:

- Governor Christie's **State of the State Address**
- **State Budget Address**
- **State Budget Hearings**
- **State Supreme Court** Nomination hearings
- **Democratic and Republican National Conventions**
- **District 9 Primary Debate** at Montclair State University
- **US Senate Debate** at Montclair State University
- **Election Night**

NJTVonline.org

NJTV's robust website delivers over 400 public television programs to watch online, plus programming schedules and information. *NJ Today with Mike Schneider's* microsite is a 24/7 resource for local news, information and live-stream news programming and special event coverage. Facebook and Twitter provide further community engagement.

Community partnerships

NJTV marshals the state's intellectual firepower through a growing number of state colleges and universities that act as content bureaus where students and faculty contribute to the news cycle. These partnerships with educational institutions allow *NJ Today with Mike Schneider* to expand its news coverage in a cost-effective and socially-beneficial manner. *NJ Today* guest interviews are coordinated and transmitted via the internet through robotic cameras stationed at the schools to the *NJ Today* studio in Montclair. There, students working in tandem with the show's professional staff, are able to learn news production in real time with on-set internship opportunities. *NJ Today* also collaborates with New Jersey's major newspapers and other print and online media, public radio and independent producers to extend the reach and coverage of state news, public affairs, arts and culture.

Sample collaboration: ***Ryan's Heart***, a student-made documentary about his heart transplant experience and visit with the donor's family, aired in multiple parts on *NJ Today with Mike Schneider* during National Donate Life Month, paired with expert interviews and a Q&A with the subject himself.



Local News, Local Studios

In late 2011, NJTV established a broadcast home for its weeknight news program, *NJ Today*, at the DuMont Television Center on the campus of Montclair State University.

Early in 2013, Lt. Governor Kim Guadagno (holding scissors in the photo above) joined, left to right, NJTV General Manager John Servidio, *NJ Today* Anchor and Managing Editor Mike Schneider, President and CEO Neal Shapiro, State Treasurer Andrew Sidamon-Eristoff and NJTV Chief Political Correspondent Michael Aron, for a ribbon-cutting event to mark the opening of the new television studio at the Statehouse in Trenton.

The state-of-the-art studio is located in the Welcome Center at the Statehouse and will be used by NJTV as the setting for Aron's two weekly public affairs programs focused on New Jersey issues, *On the Record with Michael Aron* and *Reporters Roundtable with Michael Aron*. It will also be used by the network to host interviews for its nightly news program, *NJ Today with Mike Schneider*, and other productions. The studio will also be available for use by other local media organizations.

Reaching local educators

NJTV provides free online Educational Resources to Garden State teachers.

- **VITAL NJ [Video in Teaching and Learning]** – This microsite on NJTVonline.org offers free teaching resources to educators, including classroom-ready lesson plans and video clips derived from PBS programming and professional development tips.

Electronic Field Trips: Colonial Williamsburg Electronic Field Trips bring history - live –into the New Jersey classroom via live television and internet events, standards-based multidisciplinary classroom lesson plans and interactive student web activities. This is a series of 7 programs that runs concurrently within the school year on NJTV.

***NJTV and NJ Today with Mike Schneider* weather – and report Hurricane Sandy**

When Hurricane Sandy and its trailing Nor'easter set a course for the area, NJTV and *NJ Today with Mike Schneider* acted as beacons of information for their local communities throughout the storms.

A combination of dedicated human resources and new technology made it possible. The news and technical teams worked up to 18 hours a day from the onset of Sandy, often away from their own homes and families, to keep New Jersey informed on-air and online. NJTV provided Governor Christie's press conferences live on-air and online, and *NJ Today* changed its format to air live and bring storm news across New Jersey in real-time.

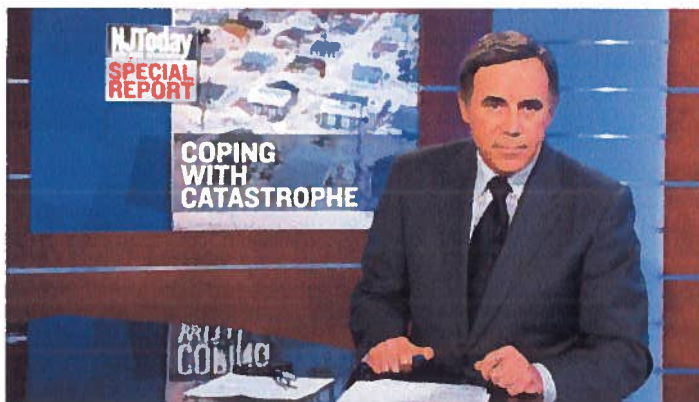
Correspondents traveled up and down the Garden State to spotlight fellow New Jerseyans' brave efforts facing and fighting the weather, and coping with its aftermath. Even amid mass power-outages, *NJ Today's* correspondents were able to transmit reports throughout the storm through remote backpack units. NJTVonline.org, Facebook and Twitter kept residents updated online.

The storm coverage won *NJ Today with Mike Schneider* and NJTV the 2013 Edge Award from the American Public Television System. The EDGE Awards, presented annually to public television stations, highlight excellence in the use of technology, groundbreaking partnerships and other pioneering work in public television.

NJTV's live on-air & online storm coverage

- 12 Live *NJ Today* shows
- 1 Live *NJTV/MetroFocus Special Report*
- 9 Live Governor PCs
- 12 Live on-air Updates
- 34 Facebook postings
- 81,980 YouTube video plays
- 10 press announcements

Coverage Period 10/26-11/5/12



"John Servidio's leadership illustrates the best of public television's commitment to civic education, public safety and other essential services to America's communities.

NJTV's heroic coverage of Superstorm Sandy was a particularly striking example of this mission, and we salute the extraordinary staff of NJTV for keeping millions of people safe from harm. This EDGE award is richly earned, and we congratulate our colleagues at NJTV for a job well done."

- Patrick Butler, President and CEO of APTS





2012 LOCAL CONTENT AND SERVICE REPORT VIEWER FEEDBACK

"I love watching NJTV- it's like an oasis in the desert! I look forward to the amazing shows you bring to us."

"I like NJTV's no-holds-barred approach now that the station is free to ask whatever it wants. Keep up the good work, Mike!"

"Just wanted to let you know I think *Driving Jersey* is one of the best shows your station has. It is great to show the human side of people in NJ. It is also documenting the Sandy situation and showing the real side of life for those that were affected. The heart and soul of NJ is displayed by real people. Love it."

"THANK YOU, THANK YOU, THANK YOU for all the British shows you air and for the local shows as well! Your station is one of the shining reasons to be proud of living in New Jersey!"

"I am a resident of Lawrenceville N J and trying to be an informed taxpayer in the State. Kudos for bringing back Michael Aron and *Reporters Roundtable*. I believe the program is a valuable public service. The discussion and analyses presented by Michael and each of the reporters is centered on current issues and is both informative and educational. Keep up the good work!"

"Congratulations on your anniversary of one year. I watch the NJTV news every night as i want to know what is going on in the state. Mike Schneider is an excellent reporter as he knows what is going on."

"I love Michael Aron. He is my most trusted political correspondent and does a great job!"

NJTV is fulfilling – and exceeding – its promises to deliver quality local programming, cover pertinent events in Trenton, grow local partnerships, and spotlight local filmmakers.

All of New Jersey is part of NJTV's editorial team.
